

# Vision Masterplan

FEBRUARY 03, 2001



**Community  
Appearance  
Advisory  
Commission**



# Vision Masterplan

FEBRUARY 03, 2001

## Community Appearance Advisory Commission

### *Members:*

- *Bill Allman, Chairman*
- *Phoebe Diercks*
- *Lyvone Ellison*
- *Edward Foster*
- *Cyndi Grigg*
- *Brian Hester*
- *Alice Ann Morgan*
- *Abby Redman*
- *Frank Wallis*
- *Reagan Ammons, Ex Officio*
- *John Cantrell, Ex Officio*
- *Carroll Pritchard, Ex Officio*

### *Staff:*

- *Lee Anderson*
- *Michael Berley*
- *Scott Lookadoo*
- *Carolyn Richardson*
- *Pam Walker*



# Vision Masterplan Process

- INTRODUCTION
- ANALYSIS
- VISION STATEMENTS
- SOLUTIONS
- IMPLEMENTATION



# **Vision Masterplan**

## **Introduction**

**Over the past thirty years, cities across America have gone through a significant visual transformation. Citizens have witnessed an advancing erosion in the aesthetics of their communities. Generic development patterns have replaced uniqueness with “Out of the Box” similarity.**

**Morganton has not avoided this generic onslaught. If the pattern continues, Morganton is destined to become a mirror image of countless other places throughout the country.**

**To remain unique, Morganton must define a creative vision and remain committed to its implementation.**



# A Unique Morganton

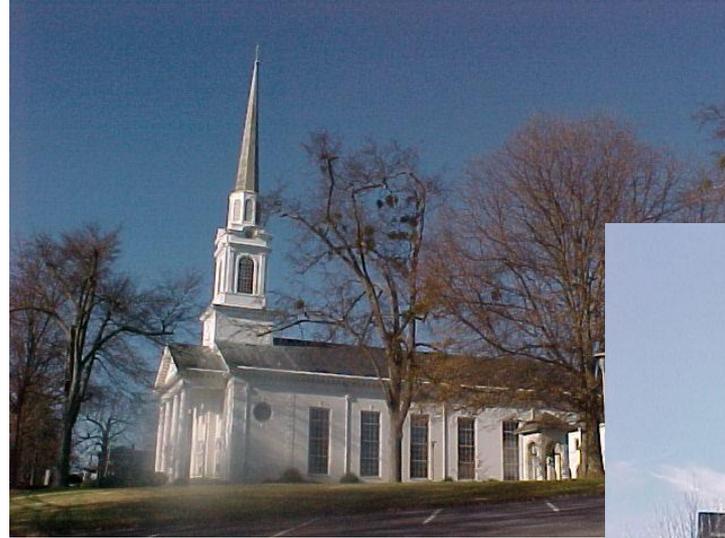
“The streets in hometown America once thrived on uniqueness.”

**Community  
Appearance  
Advisory  
Commission**

***Features:***

- *architecture*
- *state facilities*

# A Unique Morganton





**Community  
Appearance  
Advisory  
Commission**

***Features:***

- *mini parks*
- *fountains*
- *public art*

# A Unique Morganton



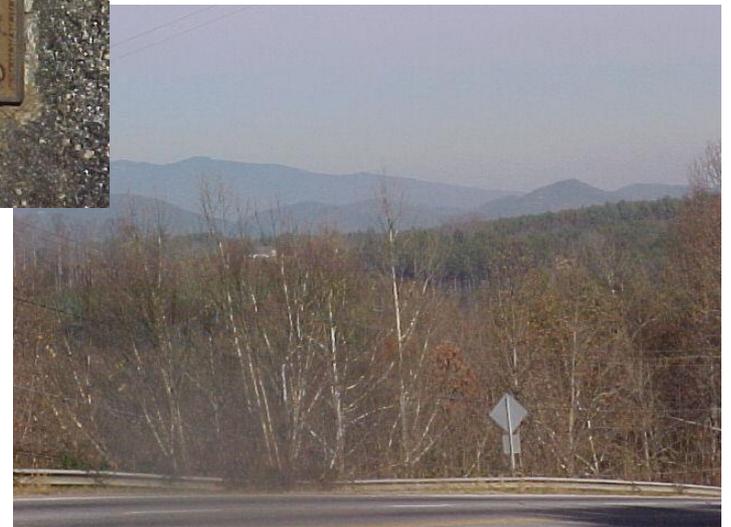
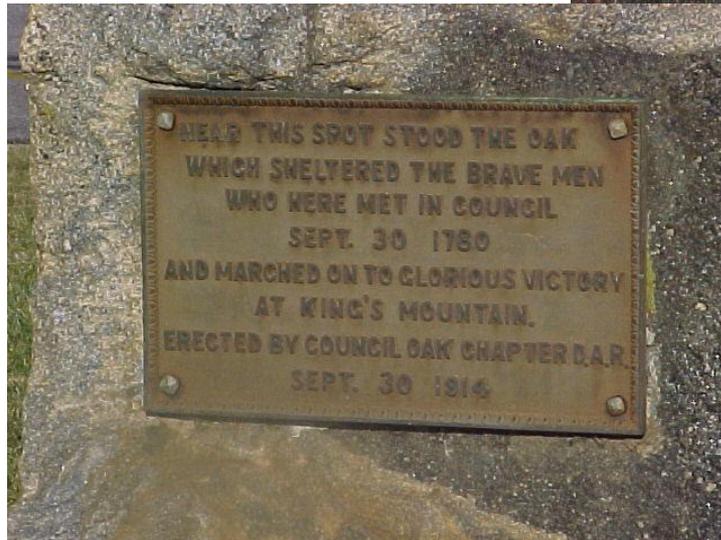


**Community  
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Commission**

***Features:***

- *Catawba river*
- *mountains*
- *national history*
- *local history*

# A Unique Morganton





# A Unique Morganton

## *Features:*

- *downtown*
- *streetscape*
- *public art*
- *proposed passenger train stop*







# **A Generic Morganton**

“Today you can travel an infinite number of highways. Those highways may be hundreds of even thousands of miles away, but they look strikingly familiar to those highways we travel in Morganton.”

**Community  
Appearance  
Advisory  
Commission**

***Issues needing to be  
addressed:***

- *overhead utilities*
- *wire-hung traffic signals*
- *commercial strip development*
- *commercial pole signs*
- *wide roads with asphalt,  
'suicide' turn lanes*
- *excessive curb cuts in major  
commercial areas*

# A Generic Morganton





# A Generic Morganton

*Issues needing to be addressed:*

- *typical commercial site design and landscape*
- *parking in front of commercial*





**Community  
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Advisory  
Commission**

# A Generic Morganton

*Issues needing to be addressed:*

- *‘big box’ retail*
- *expansive parking lots*
- *underutilized I-40 exits for beautification*
- *underutilized historic resources*
- *typical ‘shopping center’ design*
- *lack of tree canopy*
- *excessive curb cuts in major commercial areas*





# Visual Analysis

All Visual Analysis photos were taken by the Community Appearance Advisory Commission Members. Photos were then grouped into 14 categories. Categories were then ranked as to their importance as follows.



# Visual Analysis

## LACK OF LANDSCAPE REGULATIONS

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *planting requirements*
- *expansive parking lots*
- *limited street yard landscaping*
- *paved vs.. gravel parking lots*
- *parking in front of buildings*
- *existing and new parking lots*
- *outdoor display*
- *zoning perimeter appearance limitations*
- *landscape maintenance*
- *topping of trees*
- *institutional and industrial screening*





# Visual Analysis

## LACK OF LANDSCAPE REGULATIONS

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *dumpster screening*
- *limited street yard landscaping*
- *car dealership landscaping, location, and density of cars*
- *institutional and industrial screening*
- *storage yards*
- *fencing locations and types*





# Visual Analysis

LACK OF VISUAL CONTINUITY

ALONG MAJOR ENTRY CORRIDORS

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *opportunities at new road projects*
- *opportunities for streetscapes, boulevards along corridors*





# Visual Analysis

## INCONSISTENT SIGN REGULATIONS AND VISUAL CLUTTER

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *billboards*
- *sign clutter*
- *political signs*
- *general sign display*





# Visual Analysis

## INCONSISTENT SIGN REGULATIONS AND VISUAL CLUTTER

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *flags*
- *banners*
- *poor association and organizational signs*
- *cell towers*





# Visual Analysis

## REVISIT POLICY ON PUBLIC SANITATION AND LITTER CONTROL

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *roadside litter*
- *trash pick up*
- *trash receptacles on street*
- *rough trash on street*





# Visual Analysis

## LACK OF DESIGN REGULATIONS

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *structure types*
- *outdoor storage*
- *prefabricated metal buildings*
- *temporary buildings*
- *trailer storage*
- *tractor storage*
- *tire storage etc.*





# Visual Analysis

## NEED FOR IMPROVED MAINTENANCE WITHIN PUBLIC RIGHT-OF-WAYS

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *poorly maintained road shoulders*
- *overhead powerlines*





# Visual Analysis

## NEED FOR GATEWAY SIGN ENTRIES

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *entry signs*
- *location, appearance, and maintenance of signs*





# Visual Analysis

## NEED FOR NEIGHBORHOOD ORGANIZATION AND PHYSICAL APPEARANCE IMPROVEMENTS

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *residences*
- *burned houses*
- *lack of neighborhood pride or organization*
- *neighborhood gateways*





# Visual Analysis

## POORLY MAINTAINED PRIVATE PROPERTIES IN PROMINENT LOCATIONS

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *vacant lots*
- *vacant buildings*





# Visual Analysis

## LACK OF STATE AND FEDERAL BEAUTIFICATION PROJECTS

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be  
addressed:*

- *I-40 exit landscapes*





# Visual Analysis

## LACK OF EDUCATION AND PUBLIC AWARENESS

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *Community Appearance Advisory Commission notification of all community appearance issues (billboards, road widening, variance requests, public projects, etc.)*
- *Example: billboard variance request at Railroad and Sterling St. - pictured here*





# Visual Analysis

## DECLINE IN PUBLIC FACILITY APPEARANCE

Photos taken by Community Appearance Advisory Commission Members

### *Issues needing to be addressed:*

- *parcs maintenance*
- *public domain maintenance*
- *recycling center location and maintenance*
- *update existing recreation and mini parks*
- *city, county, and state should set appearance standard by example*





# Visual Analysis

## NEED TO EMPHASIZE HISTORIC RESOURCES

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *historic sites, “hidden jewels”*
- *poor adjacent uses*
- *historic sign maintenance and design*





# Visual Analysis

## INCONSISTENT LAND USES

Photos taken by Community Appearance Advisory Commission Members

*Issues needing to be addressed:*

- *adjacent land uses*
- *poor use in residential locations*







# **Vision Statements, Goals, and Solutions**

The following items represent vision statements and goals of the  
Community Appearance Advisory Commission  
based upon the analyses conducted by the Commission members and  
potential solutions to the problems identified.



# Roadway Corridors

**Vision Statement** - Morganton's *roadway corridors* present an opportunity to showcase the community to thousands of people everyday.

**Goal:** Morganton's roadways will become a delight to travel with a mixture of pleasing aesthetics such as street trees, artwork and roadway mini-parks.

## Solution Examples



# Roadway Corridor Solutions

## *Strategies:*

- *Adopt new landscaping guidelines to require all development along major thoroughfares to install a combination of street trees and shrubbery along the back edge of the right-of-way*





# Roadway Corridor Solutions

## *Strategies:*

- *Implement billboard amortization policy*
- *Remove unnecessary street sign clutter within all street right-of-ways*





# Roadway Corridor Solutions

## *Strategies:*

- *Implement billboard amortization policy*
- *Remove unnecessary street sign clutter within all street right-of-ways*

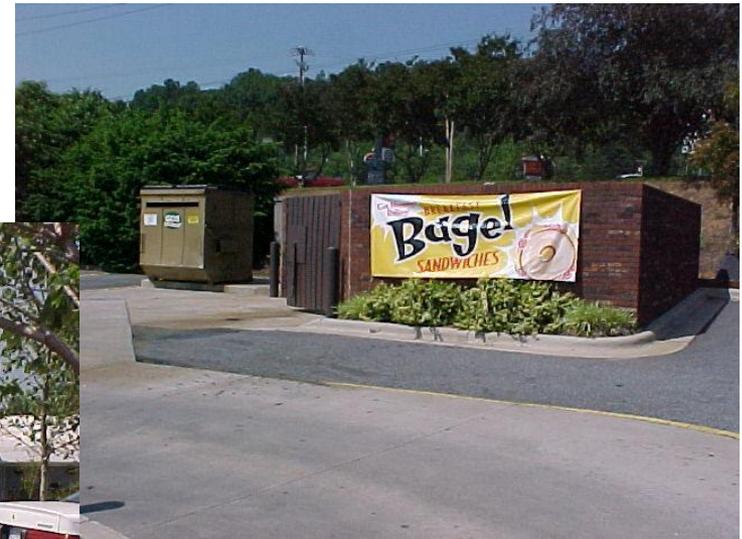




# Roadway Corridor Solutions

## *Strategies:*

- Adopt rules that require all trashcans and dumpsters to be located behind the front building façade and screened from public view*



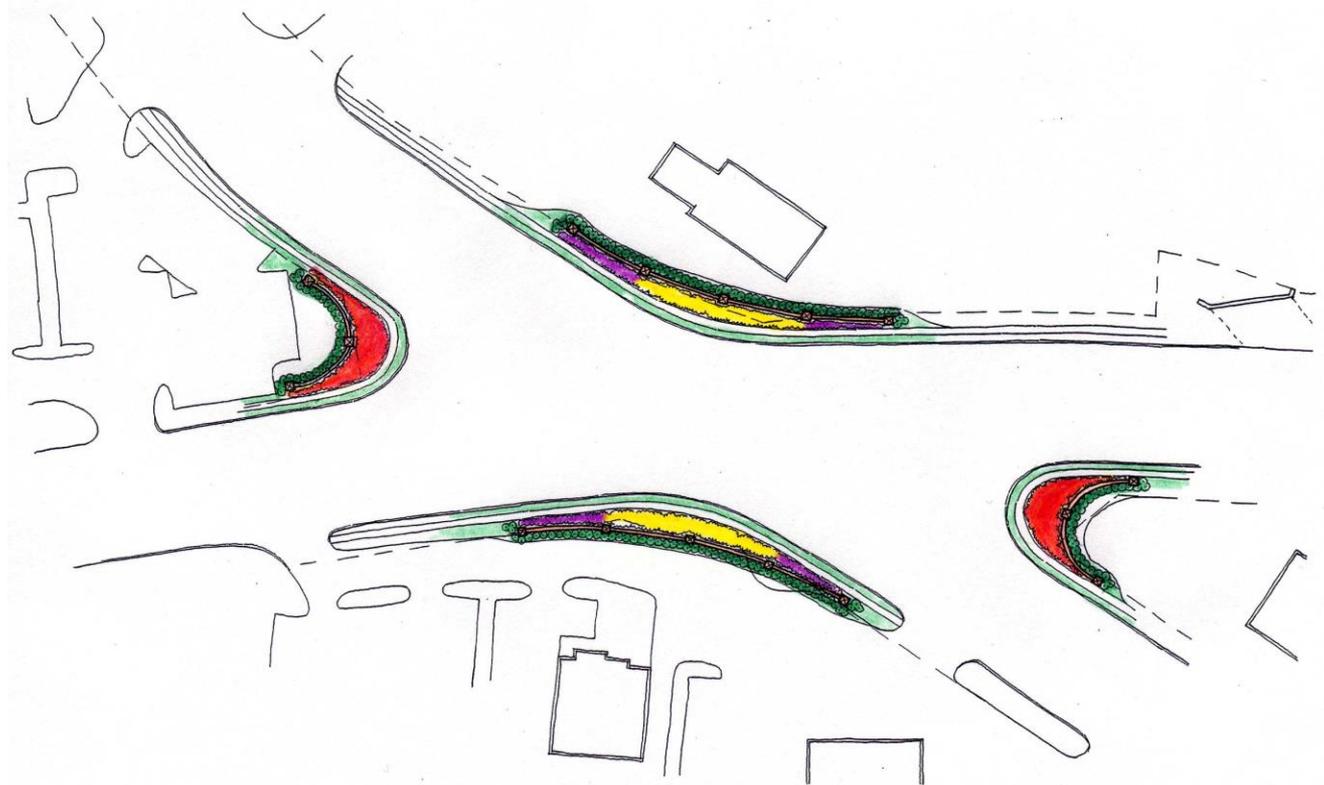


# Roadway Corridor Solutions

## Column Wall

### Strategies:

- Apply for NC Department of Transportation Enhancement Funds for identified vision plan beautification projects.



COLUMN WALL AT THE INTERSECTION OF STERLING STREET AND FLEMING DRIVE



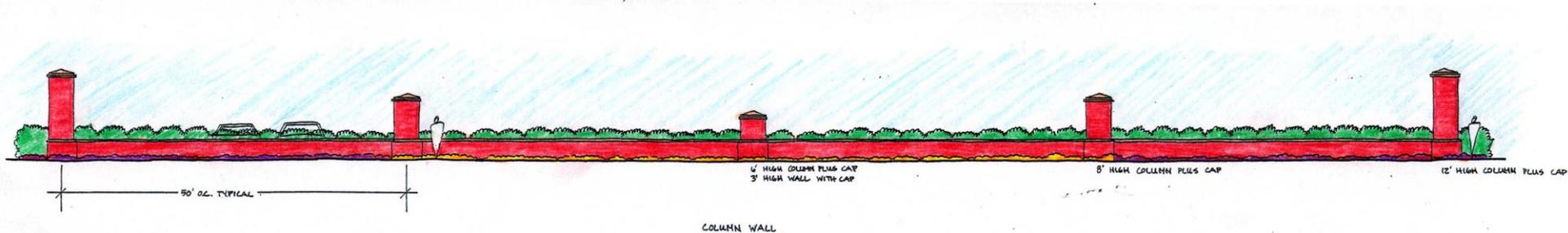
# Roadway Corridor Solutions

## Column Wall

### *Strategies:*

- Apply for NC Department of Transportation Enhancement Funds for identified vision plan beautification projects.

*Pedestrian and vehicular elevation.*





# Roadway Corridor Solutions

## *Strategies:*

*Adopt new sign guidelines that:*

- reduce sign heights,*
- promote low profile monument signs,*
- eliminate non-conformities,*
- eliminate temporary signs within road right-of-ways,*
- place limits on election signs,*
- encourage consistent directional signs for community churches, non-profits, and organizations.*





# Roadway Corridor Solutions

## *Strategies:*

*Adopt new sign guidelines that:*

- reduce sign heights,*
- promote low profile monument signs,*
- eliminate non-conformities,*
- eliminate temporary signs within road right-of-ways,*
- place limits on election signs,*
- encourage consistent directional signs for community churches, non-profits, and organizations.*



**Community  
Appearance  
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Commission**

# Roadway Corridor Solutions

***Entry Beautification:***

***•Create new beautified Gateway, Cornerstone, and Keystone mini-parks at identified intersections around the City using a combination of visual components including signage, art, and landscaping.***



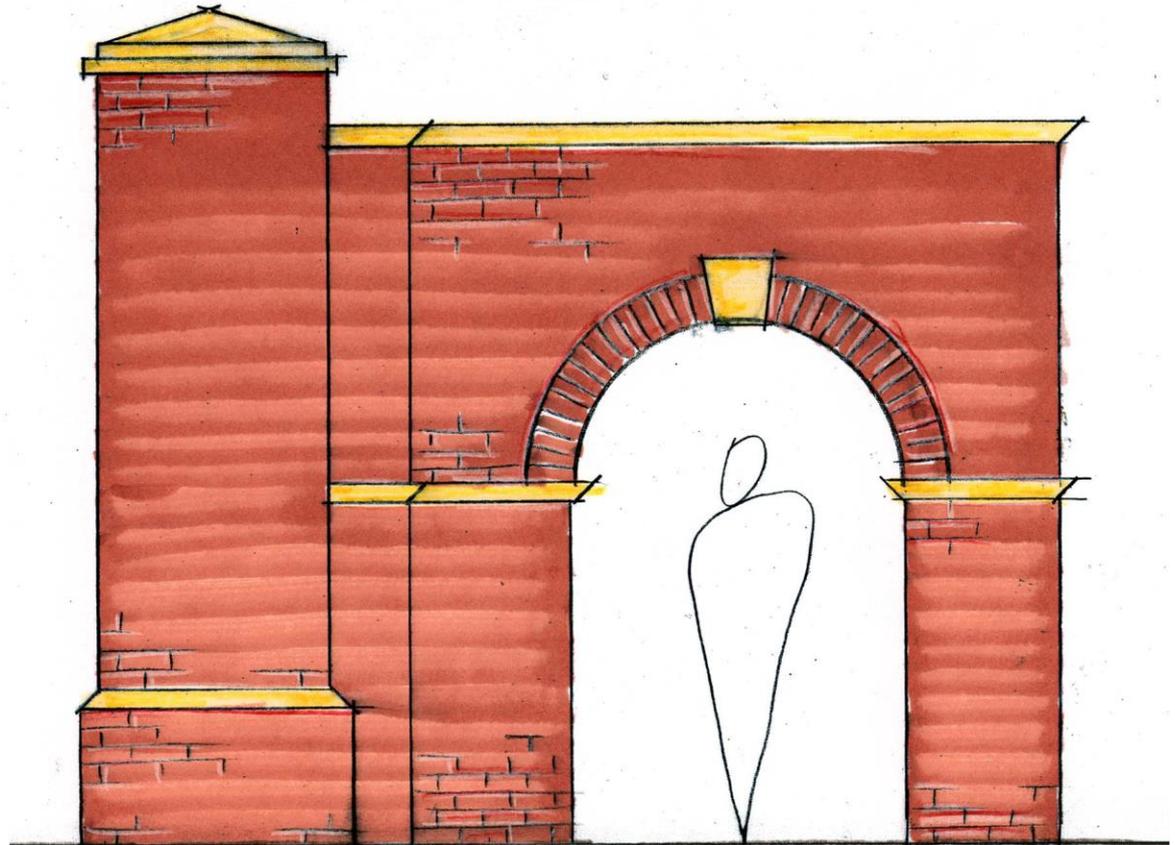


# Roadway Corridor Solutions

## Gateway Arch & Column

*Arch spans across  
sidewalk on each side of  
the road at:*

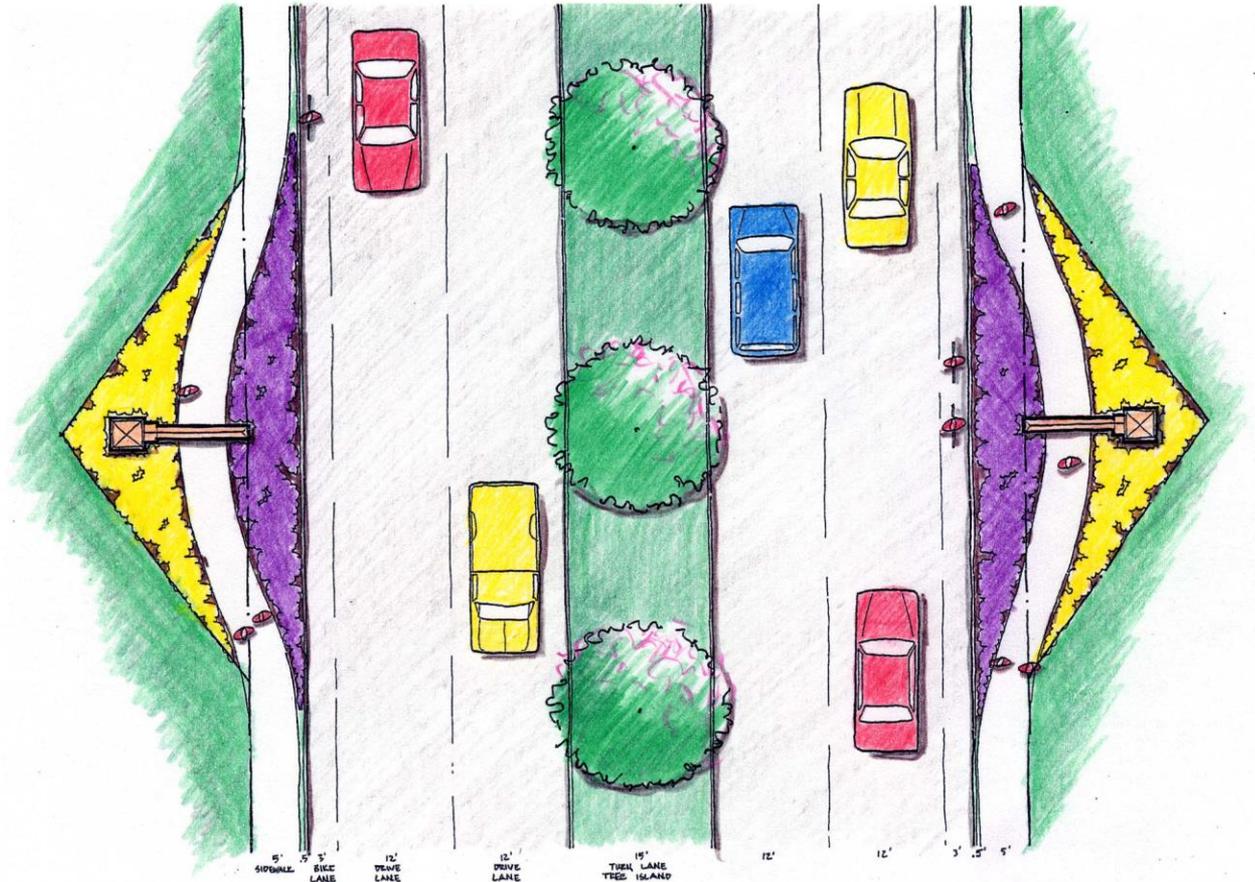
- *Enola Road & I-40*
- *Burkemont & I-40*
- *Jamestown Road & I-40*
- *Hwy 181 & St. Mary's Ch. Rd.*
- *Hwy 18 near Shadowline*
- *Bethel Road & I-40*
- *Sterling St. & I-40*



# Roadway Corridor Solutions

## Gateway Plan

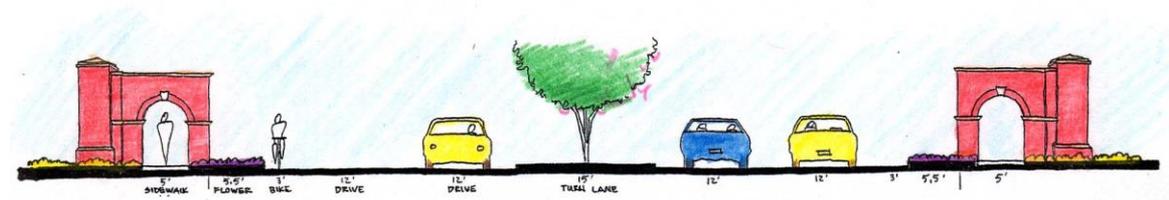
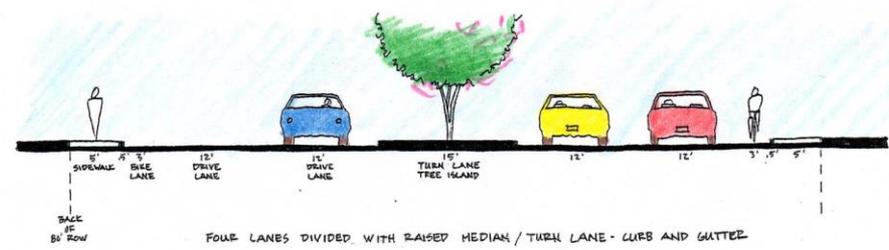
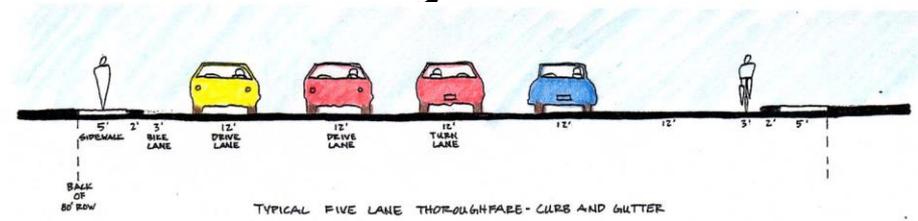
- *Sidewalk accommodating gateways beyond street right-of-way with beautification areas.*
- *Center planted median restricting left-turn movement*



# Roadway Corridor Solutions

## Gateway Section

- *Typical 5-lane*
- *Proposed 5-lane raised planting median*
- *5-lane raised planting median at gateway.*



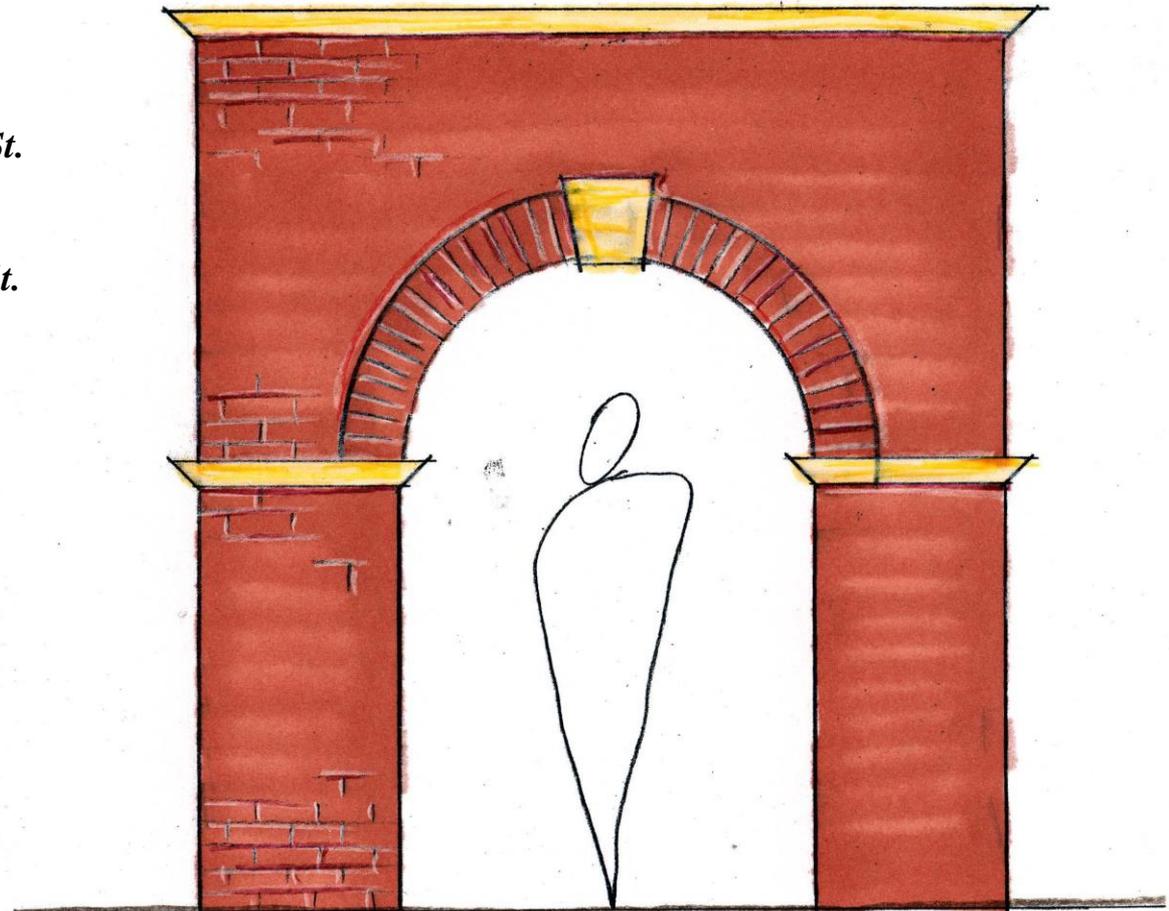


# Roadway Corridor Solutions

## Cornerstone Park

### *Locations:*

- *Fleming Dr. & South Sterling St.*
- *Fleming Dr. & Burkemont Ave.*
- *Fleming Dr. & West Union St.*
- *Sanford Dr. and North Green St.*
- *Sanford Dr. and Lenoir Rd.*
- *Fleming Dr. & East Union St.*





# Roadway Corridor Solutions

## Cornerstone Plan

*•Creates entries along the perimeter loop.*



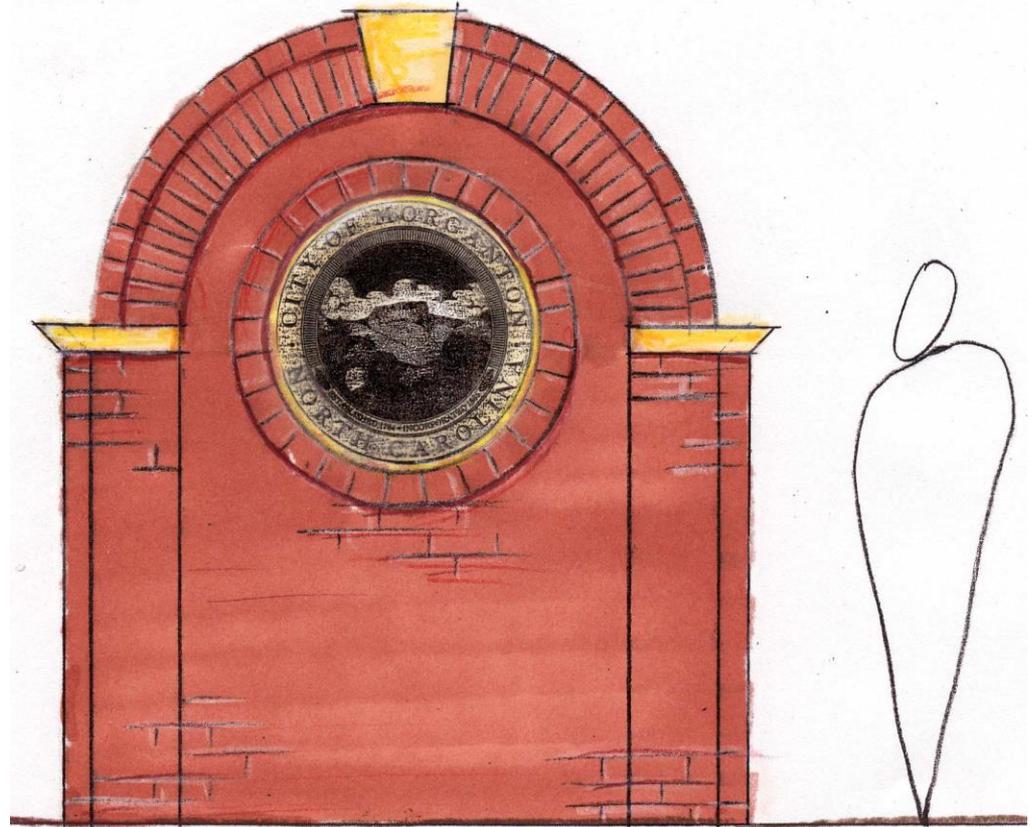


# Roadway Corridor Solutions

## Keystone Park

### *Locations:*

- *South Sterling St. & South Green St.*
- *West Union St. & West Meeting St.*
- *North Green St. & North Sterling St.*
- *Avery Ave. & Lenoir St.*
- *East Union St. & East Meeting St.*
- *East Union St. & Valdese Ave.*





# Roadway Corridor Solutions

## *Strategies:*

- *Adopt a thoroughfare overlay district that protects and enhances all major roadways including NCDOT road widening projects.*





# Roadway Corridor Solutions

## *Strategies:*

- *Adopt a thoroughfare overlay district that protects and enhances all major roadways including NCDOT road widening projects.*





# Roadway Corridor Solutions

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# Roadway Corridor Solutions

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# Roadway Corridor Solutions

## *Strategies:*

- *Adopt a thoroughfare overlay district that protects and enhances all major roadways including NCDOT road widening projects.*





# Public Facilities

**Vision Statement** – Morganton’s *public facilities* offer an opportunity to set a community standard for physical appearance.

**Goal:** Morganton’s facilities, both new and old, will present a crisp clean appearance that emphasizes the community’s commitment to quality of life.

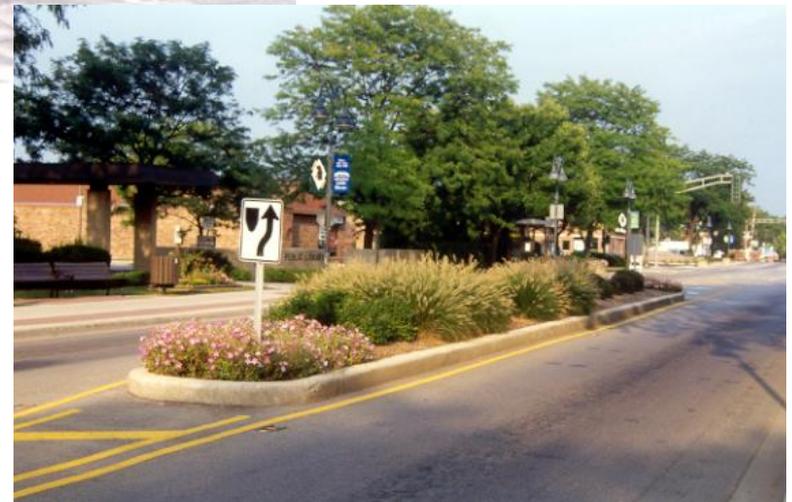
## Solution Examples



# Public Facilities Solutions

## ***Strategies:***

- Seek out grant programs that can be tied to community appearance and beautification programs for public projects.***
- Encourage City to initiate a yearly capital budget for creation of new community appearance projects around existing public buildings, facilities, and grounds.***

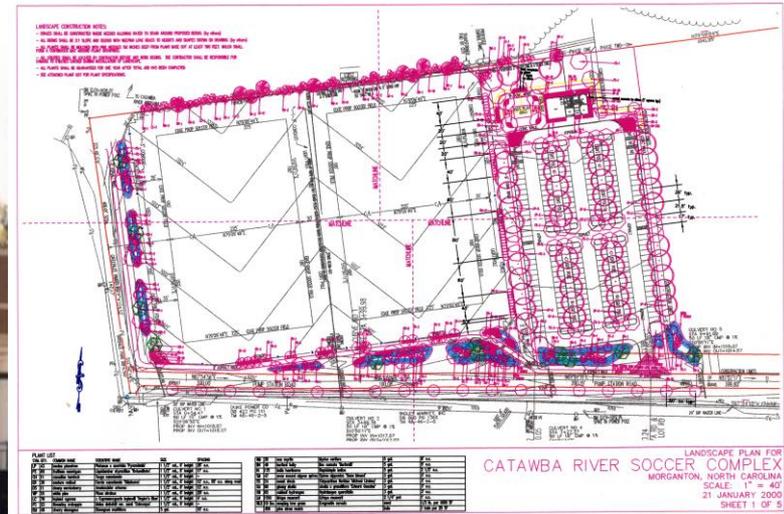
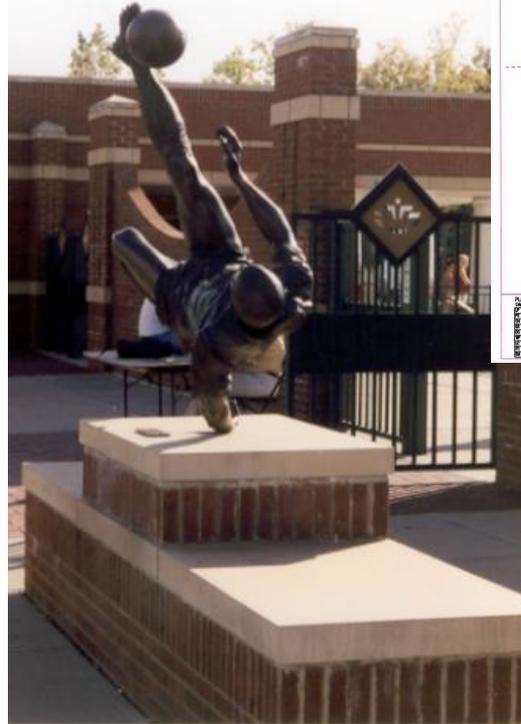




# Public Facilities Solutions

## Strategies:

- *Encourage City to adopt a policy requiring that all new public facilities go through an aesthetic review of the Community Appearance Advisory Commission prior to final project approval by the City Council.*
- *Improve local recycling center appearance by redesigning or relocating*
- *Adopt a policy stating that the City shall commit a minimum of 2% of the total project costs of new projects to beautification or public art projects around the project site.*



Recycling center





# Neighborhoods

**Vision Statement** - Morganton's *neighborhoods* present the opportunity to start a grass roots beautification program to show pride along their own streets.

**Goal:** Morganton's neighborhoods will form beautification associations and become active participants in maintaining and organizing events to clean and beautify their neighborhoods.

## Solution Examples



# Neighborhood Solutions

## *Strategies:*

- Conduct neighborhood meetings to promote beautification efforts within existing neighborhoods*
- Encourage City to create a grant/loan program that encourages neighborhood beautification projects and public participation within new and existing neighborhoods*





# Neighborhood Solutions

**Strategies:**

*•Adopt new landscape regulations that require new residential developments to provide minimum landscaping along roadway corridors, entrances and parking areas*







# Private Development

**Vision Statement**– Morganton’s *private development* community can play a substantial role in the way the community’s physical appearance is portrayed.

**Goal:** Private developers will view the physical appearance of their commercial, office, and industrial developments as a high priority.

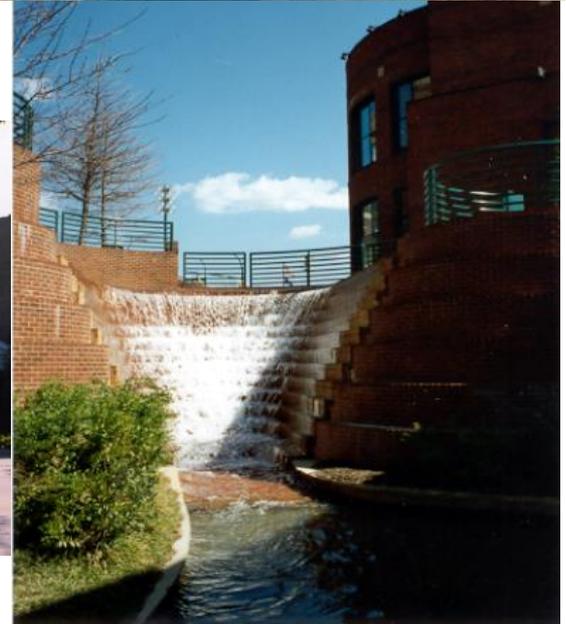
## Solution Examples



# Private Development Solutions

## Strategies:

- *Educate businesses and developers on the overall benefits of a beautified community*
- *Encourage private commercial developers to utilize public art as a way of attracting attention to their developers*





# Private Development Solutions

## *Strategies:*

*•Encourage City to adopt a new landscape ordinance that encourages all existing and new development to implement improved landscape designs including parking lots, street fronts, and screening for both new and existing residential and nonresidential development.*





# Private Development Solutions

## *Strategies:*

*•Encourage City to adopt a new landscape ordinance that encourages all existing and new development to implement improved landscape designs including parking lots, street fronts, and screening for both new and existing residential and nonresidential development.*





# Private Development Solutions

## *Strategies:*

- Encourage City to adopt a new landscape ordinance that encourages all existing and new development to implement improved landscape designs including parking lots, street fronts, and screening for both new and existing residential and nonresidential developments.*
- Encourage City to adopt new building design guidelines along major thoroughfares that promote improved aesthetics and eliminate generic building facades and place location and screening standards on outdoor storage and dumpster areas.*







# Historic Resources

**Vision Statement** – Morganton’s rich *history* spans over two centuries and can be used as a tool to enhance Morganton’s overall physical appearance.

**Goal:** Visitors and citizens will enjoy a community that showcases Morganton’s past through a multitude of visual and cultural amenities throughout the city.

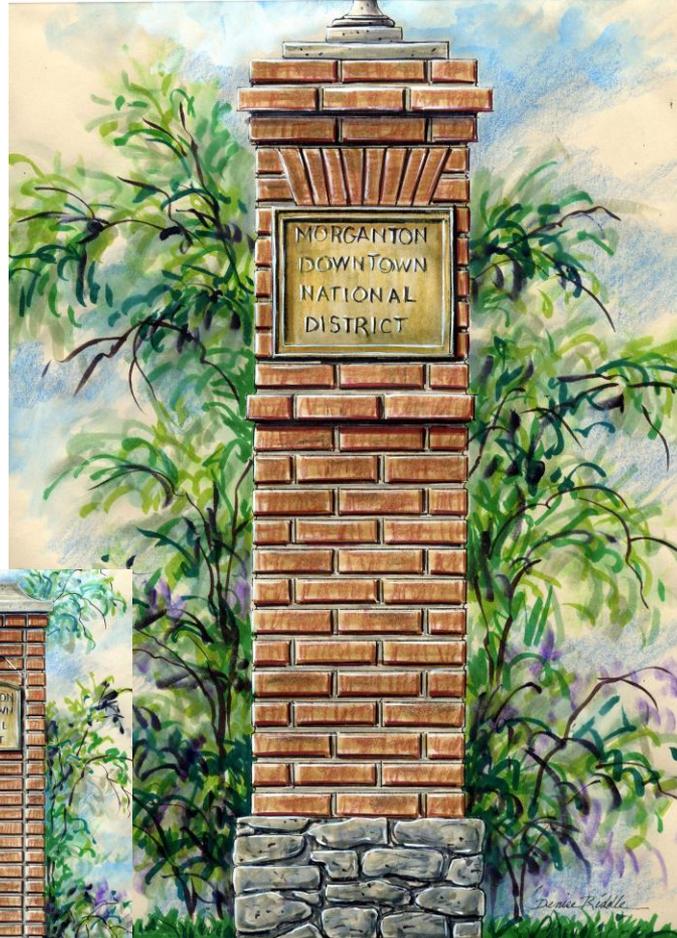
## Solution Examples



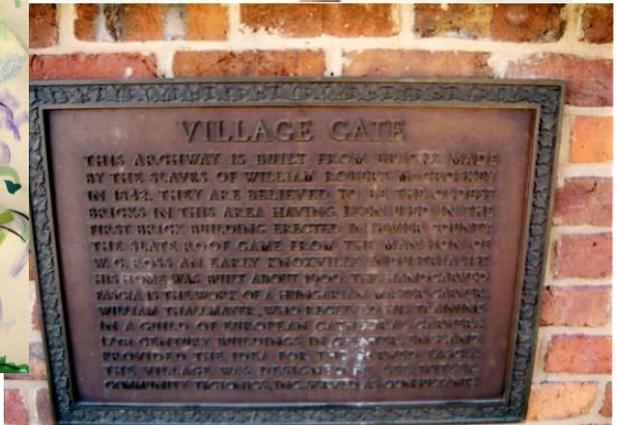
# Historic Resources Solutions

## Strategies:

- *Work closely with Historic Burke Foundation and the Historic Preservation Commission to incorporate historical elements into the City's beautification efforts through signs, monuments, design, and art*



DESIGNS BY: TOM McDANIEL

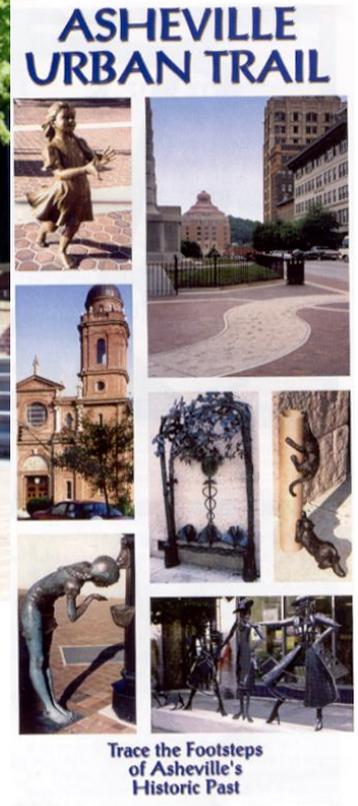
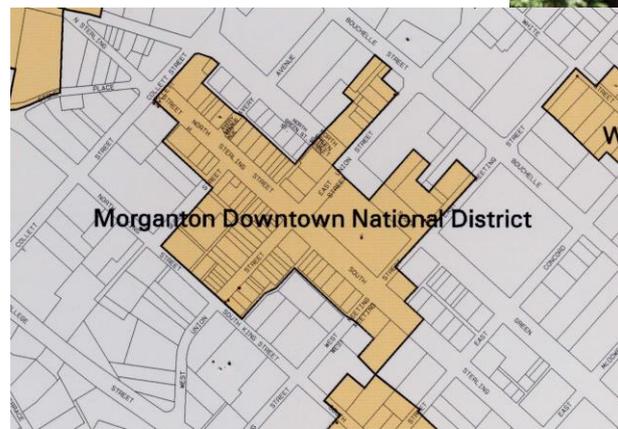




# Historic Resources Solutions

## Strategies:

- Promote other historic preservation efforts that improve community appearance and aesthetics
- Encourage regular litter pickups on historic walking routes







# Economic Development

**Vision Statement** – Community aesthetics plays a critical role in the quality of life and the future *economic success* of the City.

**Goal:** Morganton's physical appearance will leave a lasting impression on visitors and allure them to relocate their homes, businesses and industries to the City.

## Solution Examples



# Economic Development Solutions

## Strategies:

- Generate enthusiasm by giving recognition to local businesses, industry and clubs that actively participate in community appearance projects.
- Work closely with the Chamber of Commerce, Burke Economic Development Council and Burke Travel and Tourism to create displays and brochures that promote City beautification efforts.

## Lookin' good!

City honors beautification efforts here

By STACY PETERSON  
News Herald Staff Writer

The Morganton Community Appearance Commission honored 100 beautification projects Monday at its annual awards luncheon. Relative new-comer and new City Manager Ron Niland spoke at the meeting about his first impression of Morganton and why community appearance is so important. "It is really kind of special to see how this town looks," Niland said. "It doesn't happen without people who are concerned about it."

Receiving awards Monday were the Phifer Wellness Center, the Mike Fulewider Enterprises building on Avery Avenue and RB Square, formerly the old Dales Aikings building, at 301 S. Green St.

"We feel very honored to receive the award and be recognized by the city," said Richard Breden on behalf of RB Square. Breden said the building now houses both a law firm and a real estate company.

Joyce Williams accepted the award for Fulewider Enterprises for the improvements to the old Burke Furniture building. She said the company renovated both inside and added new facades outside.

Photo turns to Page Eight



Shown above, from left, are Bill Alliman, chairman of the Community Appearance Advisory Commission, Debbie Knight of Phifer Wellness Center, Richard Breden of RB Square, Joyce Williams of Fulewider Enterprises, and Scott Lookadoo, director of public works for the city of Morganton. (Photo by Anna Caudill)

## Community appearance

From Page One to the area. She recently moved to Morganton from Chapel Hill, and said she is impressed by the community pride and attention to detail in Morganton.

"In the city, you could list right away the commitment," she said.

Knight accepted the award Monday for Phifer Wellness Center for the building that was completed last year.

letters of appreciation by the community appearance board were also sent out to: Rick Franklin on Burkemont Avenue, Tanney Square, Quick Copies, City of Morganton Main Street Building, Kirksey Funeral Home, Solsomian Funeral Home, Broad Oaks, First Union Bank, First Citizens Bank, ITT, Salem Express, Emery Corporation and Grace Ridge.

"We really appreciate being honored for our improvements," she said.

In addition to award winners,



## Morganton presents appearance awards

By PAM WALKER  
Special to The News Herald

MORGANTON - At a luncheon last Tuesday, the City of Morganton Community Appearance Commission presented the 2000 Appearance Awards in recognition of projects that significantly enhance the appearance of the city.

The Commission presented Merit Awards to Wakefield Associates Real Estate (East Union Street), SGL Carbon LLC (Jamestown Road), Cottage Gardens (905 Carbon City Road), Jerry and Barbara Norvell for their efforts in downtown, and Mike and Pam Bennett for maintaining the gazebo park on College Street.

To be eligible for an award, the beautification project must be a major renovation to an existing structure or new construction in the public sector.

The project must be located within the city limits of Morganton or its one-mile perimeter zoning area.

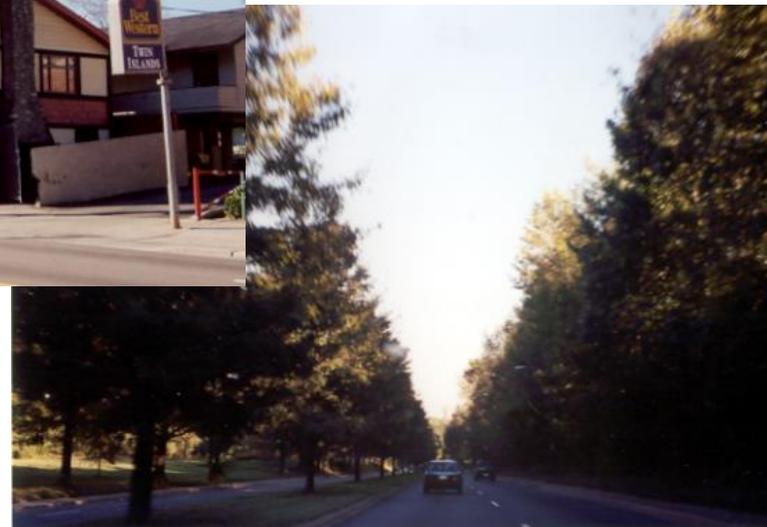
The Commission also sent letters of commendation applauding the beautification efforts of more than 30 local businesses as follows: 100 West Union, Benjamin's of Morganton, Burger King (736 Sterling St.), Catawba Valley Surveying, Clever Cut, Crescent Flowers Inc., Environmental Inks and Coatings Corp., Gate Food Post, Gregory Jewelers, Healing Arts Inc., Herndon Furniture Industries, Inc., John S. Payne Photography, KFC/Taco Bell (U.S. 70 W.), DL Wachovia, McDonald's (W. Union St.), Mimosa Insurance Agency, Morganton Mountain Allergy and Asthma Associates, Mountain Msc4 Systems, Nature's Bounty, Nearly New Shop, Quaker Meadows Golf Club, Quick Copies, Ridgeling Gallery, Robert B. Salisbury Associates PA, Robin's Nest, Sara Lynn's Flower Gallery, Schoenen Pool and Spa Co., Silver Creek Amoco, Taco Bell (Burkemon), Taylor's Arts and Crafts, Teresa's Gift Basket and Accessories, Webb's Studio, and Young's Shoes.



# Economic Development Solutions

## *Strategies:*

- Educate local businesses, industry and clubs on the importance of community appearance and the positive effects it has on local economic development*
- Encourage local businesses, industry, and civic groups to become involved in City beautification efforts through volunteerism and donations.*







# Commission Activities

**Vision Statement** – *The Community Appearance Advisory Commission* has the opportunity to become a driving force behind City beautification.

**Goal:** Morganton developers, citizens and government and will understand the Community Appearance Advisory Commission's role as a valuable education and advisory resource throughout the city.

## Solution Examples



# Commission Activities Solutions

## *Strategies:*

- Expand and promote beautification projects through awards program and other acknowledgements.*
- Encourage agencies, clubs and civic organizations to participate in Community beautification projects.*





# Commission Activities Solutions

## *Strategies:*

- Stay abreast of development activities occurring throughout the City and urge City Council to seek commission review of all municipal public projects.*
- Encourage Local, State, and Federal Agencies to maintain a clean and aesthetic appearance within the community.*





# Commission Activities Solutions

## *Strategies:*

- *Distribute public education and media materials that encourage improved community aesthetics including litter pick up, recycling programs, curbside schedules, etc.*
- *Work with school programs to distribute education materials on community appearance issues.*





# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*



## Roadway Corridors

# VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING

*Strategies are listed by priority determined by the CAAC.*

### *Short Term Strategies*

- 1 Adopt new landscaping guidelines to require all development along major thoroughfares to install and maintain a combination of street trees and shrubbery along the back edge of the right-of-way.**
- 2 Remove unnecessary street sign clutter within all street right-of-ways.**
- 3 Adopt rules that require all trashcans and dumpsters to be located behind the front building façade and screened from public view whenever practical.**
- 4 Revise litter control ordinance and enforcement program.**
- 5 Implement Billboard Amortization policy.**
- 6 Apply for NC Department of Transportation Enhancement Funds for identified vision plan beautification projects.**
- 7 Adopt new guidelines for maintenance of landscaped areas to prevent unnecessary vegetation removal, pruning and tree topping by public and private crews.**
- 8 Adopt rules requiring that all new developments install their utilities underground such as electrical, cable, and telephone services.**
- 9 Reorganize Adopt-A-Highway Program to generate new enthusiasm and litter pick-up activities.**
- 10 Increase enforcement of nuisance and minimum housing codes by hiring more enforcement officers.**
- 11 Find alternatives to City rough trash pickup at curbside.**
- 12 Encourage City to adopt more stringent screening standards for outdoor storage areas.**
- 13 Improve roadside maintenance activities by exploring public and private options.**



# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

## Roadway Corridors

### *Long Term Strategies*

- 1 Adopt new sign guidelines that reduces sign heights, promote low profile monument signs, eliminates non-conformities, eliminates temporary signs within road right-of-ways, places limits on election signs, and encourages consistent directional signs for community churches, non-profits, and organizations.**
- 2 Create new beautification Gateway, Cornerstone, and Keystone mini-parks at identified intersections around the City using a combination of visual components including signs, art and landscaping.**
- 3 Adopt a thoroughfare overlay district that protects and enhances all major roadways including NC Department Of Transportation road widening projects.**
- 4 Encourage City to conduct a study of existing mini-park locations, to identify those that are effective, ineffective, or need to be redesigned, and eliminate those that are ineffective.**
- 5 Encourage City to adopt rules that would remove non-conforming and inconsistent land uses along entrance corridors.**
- 6 Adopt new zoning-aesthetic criteria to discourage generic building facades along all major thoroughfares.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Public Facilities

#### *Short Term Strategies*

- 1 Encourage City to adopt a policy requiring that all new public facilities go through an aesthetic review of the Community Appearance Advisory Commission prior to final project approval by the City Council.**
- 2 Seek out grant programs that can be tied to Community Appearance and beautification programs for public projects.**
- 3 Encourage City to initiate a yearly capital budget for creation of new Community Appearance Projects around existing public buildings and facilities.**
- 4 Improve local recycling center appearance by redesigning or relocating.**
- 5 Adopt a policy stating that the City will commit a minimum of 2% of the total project costs of new projects to beautification or public art projects around the project site.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Public Facilities

#### *Long Term Strategies*

- 1 Conduct a landscape study of all existing City buildings and facilities. Implement new designs where necessary to improve upon aesthetics and reduce maintenance demands where possible to maximize the impact of the workforce at key locations.**
- 2 Increase grounds and maintenance workforce as necessary to carry out beautification programs and maintenance.**



# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

## Neighborhoods

### *Short Term Strategies*

- 1 Conduct neighborhood meetings to promote beautification efforts within existing neighborhoods.**
- 2 Encourage City to create a grant/loan program that encourages neighborhood beautification projects and public participation within new and existing neighborhoods.**
- 3 Encourage City to adopt new accessory building regulations preventing structures within the front or side yards.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Neighborhoods

#### *Long Term Strategies*

- 1 Encourage City to strengthen Minimum Housing regulations to require landowners to maintain visual appearances of homes and non-residential properties, even when abandoned.**
- 2 Adopt new landscape regulations that require new residential developments to provide minimum landscaping along roadway corridors, entranceways and parking areas.**
- 3 Organize a "Paint The Town" program that encourages private groups to paint low and moderate-income neighborhood homes within blighted blocks.**
- 4 Limit street pickups for trash disposal by reviewing enterprise options to reduce curbside trash items.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Private Development

#### *Short Term Strategies*

- 1 Educate businesses and developers on the overall benefits of a beautified community.**
- 2 Encourage private commercial developers to utilize public art as a way of attracting attention to their developments.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Private Development

#### *Long Term Strategies*

- 1 Encourage City to adopt a new landscape ordinance that encourages all existing and new development to implement improved landscape designs including parking lots, street fronts, and screening for both new and existing residential and non-residential development.**
- 2 Encourage City to adopt new building design guidelines along major thoroughfares that promote improved aesthetics and eliminate generic building facades and place location and screening standards on outdoor storage and dumpster areas.**
- 3 Encourage City to adopt a more aggressive approach toward eliminating visually inconsistent land uses such as on premises advertising signs, mobile home parks, and outdoor storage facilities, i.e. automobile junkyards through amortization.**
- 4 Seek support for organization of a local non-profit who would seek funding for special Community Beautification projects and expand public education on other beautification efforts.**
- 5 Form a task force that seeks special legislation from the NC General Assembly to allow the City to more easily enforce nuisance building codes for abandoned buildings.**



# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

## Historic Resources

### *Short Term Strategies*

- 1 Work closely with Historic Burke Foundation and the Historic Preservation Commission to incorporate historical elements into the City's beautification efforts through signage, design, and art.**
- 2 Protect, enhance, and maintain historic town limit markers.**



# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

## Historic Resources

### *Long Term Strategies*

- 1 Promote other historic preservation efforts that improve community appearance and aesthetics.**
- 2 Encourage regular litter pickups on historic walking routes.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Economic Development

#### *Short Term Strategies*

- 1 Generate enthusiasm by giving recognition to local businesses, industry and clubs that actively participate in community appearance projects.**
- 2 Work closely with the Chamber of Commerce, Burke Economic Development Council and Burke Travel and Tourism to create displays and brochures that promote City beautification efforts.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Economic Development

#### *Long Term Strategies*

- 1 Educate local businesses, industry and clubs on the importance of community appearance and the positive effects it has on local economic development.**
- 2 Encourage local businesses, industry and civic groups to become involved in City beautification efforts through volunteerism and donations.**



## **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

### Commission Activities

#### *Short Term Strategies*

- 1 Stay abreast of development activities occurring throughout the City and urge City Council to seek commission review of all municipal public projects.**
- 2 Expand and promote beautification projects through awards program and other acknowledgements.**
- 3 Encourage agencies, clubs and civic organizations to participate in Community beautification projects.**
- 4 Encourage use of prison force labor to implement beautification programs.**
- 5 Encourage Local, State, and Federal Agencies to maintain a clean and aesthetic appearance within the community.**
- 6 Reactivate the Clean City Task Force to carry out active community appearance programs in the community.**
- 7 Reorganize the Adopt-A-Highway Program to renew pride and citizen participation.**
- 8 Work with local art clubs and agencies to promote public art projects throughout the community.**



# **VISION MASTERPLAN IMPLEMENTATION STRATEGIES RANKING**

*Strategies are listed by priority determined by the CAAC.*

## Commission Activities

### *Long Term Strategies*

- 1 Actively seek improvements from property and business owners that detract from the community's appearance goals.**
- 2 Actively distribute public education and media materials that encourage improved community aesthetics including litter pick-up, recycling programs, curbside schedules, etc.**
- 3 Actively work with school programs to distribute education materials on community appearance issues.**

# Vision Masterplan

FEBRUARY 03, 2001



THE END